

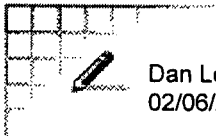
David W Delainey
02/06/2001 08:10 PM

To: Steven J Kean/NA/Enron@Enron
cc:
Subject: 2001 EES Goals

Steve, write these down in pencil - I need a chance to review.

thanks
Dave

----- Forwarded by David W Delainey/HOU/ECT on 02/06/2001 07:09 PM -----



Dan Leff@EES
02/06/2001 04:31 PM

To: Steven J Kean/NA/Enron@Enron
cc: Marty Sunde/HOU/EES@EES, David W Delainey/HOU/ECT@ECT
Subject: 2001 EES Goals

Steve -

Per your request.



2001 EES Goals CPC.p

Regards - Dan



2001 EES Goals & Objectives

- **Retail EBIT** **\$269MM**
 - » *\$255 Internal / Operating*
 - » *\$269 External / Segment*
 - » *\$225 Committed to "Wall Street"*

- **REVENUE**** **\$10B****
 - ** subject to commodity volatility**

- **TCV** **\$30B**

- **ROIC / ROE** **15%**

- **CUSTOMER SATISFACTION**
 - » *Increase number of customers above 4.0 referral target by 20%.*
 - » *Upgrade the Customer Satisfaction program to accommodate growing customer base.*
- **EMPLOYEE SATISFACTION & MANAGEMENT DEVELOPMENT**
 - » *Drive continued improvement on "Pulse" survey's 5 core communication questions to achieve Enron's 2001 targets of 60% on 4 questions and 50% on the intra-department communication question.*
 - » *Train "next generation leaders" for EES in "Executive Impact and Influence II".*
- **DIVERSITY**
 - » *Achieve 20% improvement increase in MWBE procurement from 2000 spend (Goal: 12%)*
 - » *Implement integrated human diversity program to improve AAP underutilized job groupings by a minimum of 20% for twelve-month period beginning January 2001 and ending December 2001.*